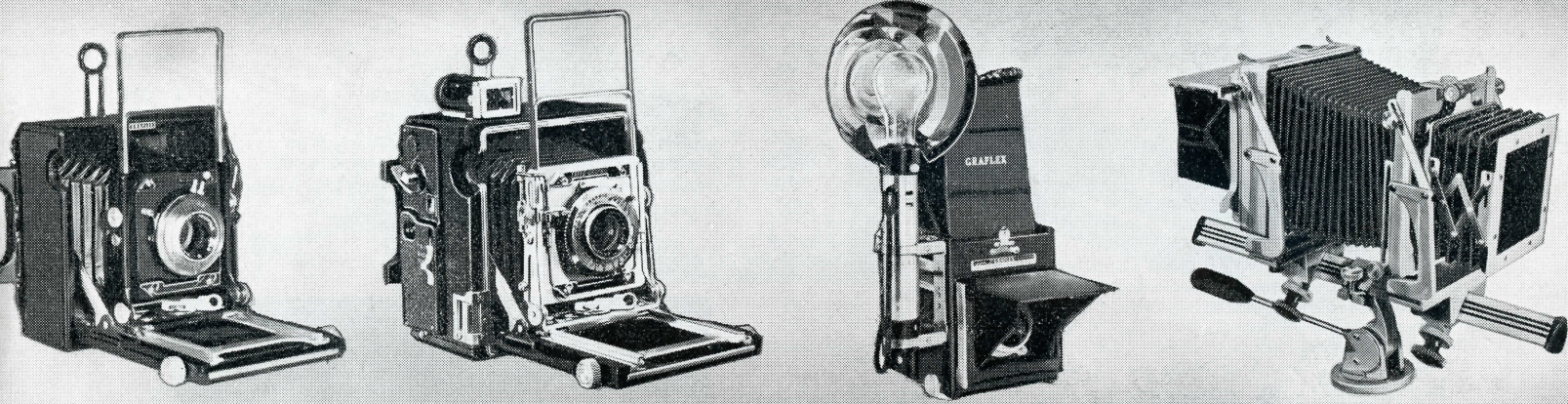


NEWS BULLETIN FOR GRAPHIC- GRAFLEX CAMERA OWNERS

NOVEMBER, 1950

ROCHESTER 8, NEW YORK

PRINTED IN U.S.A.



1

2

3

4

OUR 1951 CAMERA LINEUP

1. CENTURY GRAPHIC

Most economical of all the famous Graphic all-purpose cameras, and yet packed with high-quality features that make it wonderfully versatile and dependable. $2\frac{1}{4} \times 3\frac{1}{4}$ film size, ground glass focus, built in flash synchronization, coated Trioptar $f/4.5$ lens, $1/200$ shutter, Graflok back, and other features that make this a truly versatile camera for indoor, outdoor, action, portraits both black and white and color. A beautiful buy at \$109.50 complete.

2. PACEMAKER GRAPHICS

America's most famous, most popular press camera, with professionals and amateurs alike. Two models—Speed and Crown—each model available in three sizes, $2\frac{1}{4} \times 3\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$, and 4×5 . Pacemaker Speed Graphic has the famous high efficiency focal plane shutter with speeds to $1/1000$ second in addition to a choice of between the lens shutters. The Crown Graphic without focal plane shutter is lower in cost but has the same dependable Graphic features. From \$177.50 depending on lens choice.

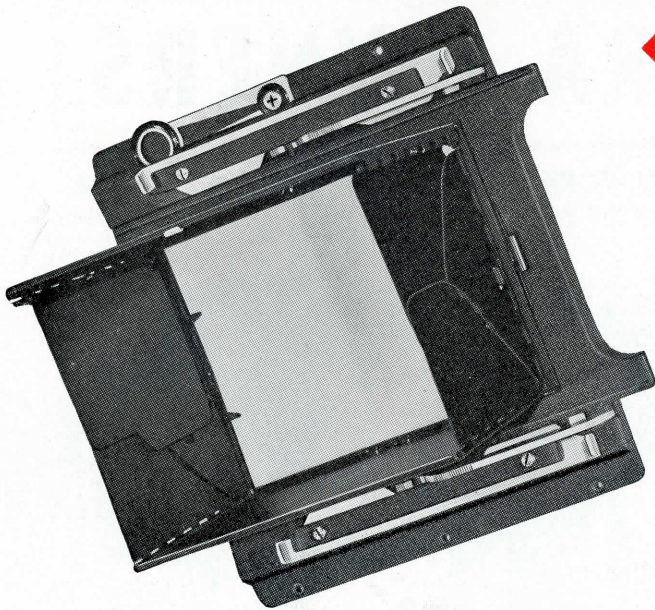
3. SUPER D GRAFLEX

What you see you get, with the Graflex single-lens reflex camera. Clean, brilliant, full sized image, right up to the instant of exposure, makes every picture a sure one—a real help for color work. The Super D Graflex features the automatic diaphragm for full aperture focus, the focal plane shutter with speeds to $1/1000$, both in flash synchronization, and the famous Ektalite field lens. The Super D Graflex is available in two sizes, $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 . The RB Series B Graflex, $2\frac{1}{4} \times 3\frac{1}{4}$ film size is a smaller camera but with many of the identical features of the larger models. From \$129.50 depending on lens.

4. GRAPHIC VIEW II

Here is an ideal camera for the serious photographer or the advanced amateur. Sometimes called the "Contortionist" camera the Graphic View has a complete range of swings, tilts, rising and sliding movements. This fine outfit can get all kinds of pictures—scenic, architectural, commercial, as well as portraits, still life, copies, and other studio work. This famous camera with its new features comes complete with a special carrying case and Pan-tilt tripod base. Comes in two sizes, $3\frac{1}{4} \times 4\frac{1}{4}$ or 4×5 , price without lens, \$145.00.

NEW 1950 DEVELOPMENTS—AND



GRAFLOK BACK

Now standard equipment on all Graphics, it can also be fitted to earlier models not so equipped. Modernize your present Graphic with this remarkable back that affords greater flexibility in operation and choice of film than ever before. Graflok gives you two camera styles in one—for sheet film, film packs a spring loaded Graphic back—or by instant removal of the focusing panel a slide lock back for accepting the new roll film holders.

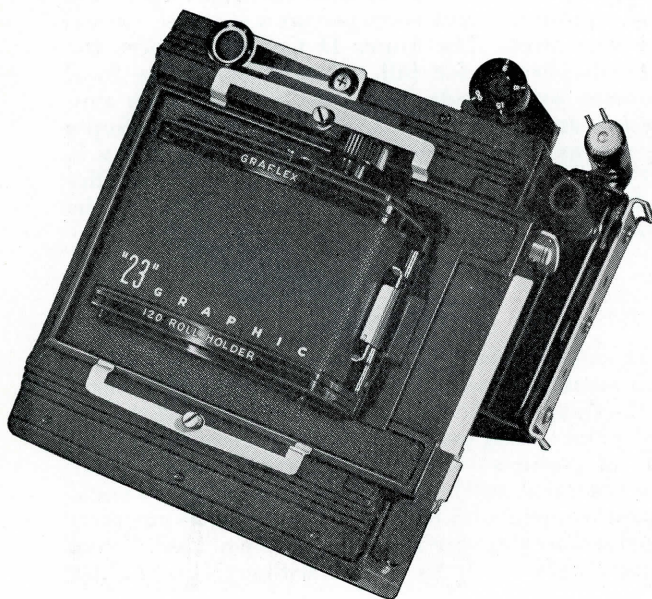
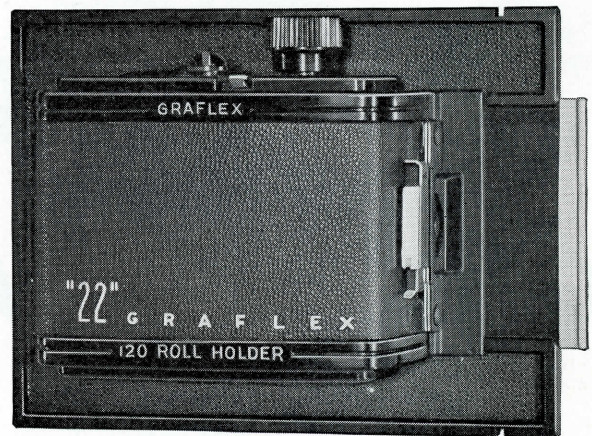
CATALOG NO.	DESCRIPTION	PRICE
9292	Pacemaker "23" less ground glass viewing hood.....	\$15.95
9293	Pacemaker "34" less ground glass viewing hood.....	18.75
9294	Pacemaker "45" less ground glass viewing hood.....	19.35
9285	Complete for 2¼ x 3¼ Miniature Speed Graphic.....	22.95
9286	Complete for 3¼ x 4¼ Anniversary and Pre-Anniversary	24.95
9287	Complete for 4 x 5 Anniversary.....	25.95

SPRING KIT

All cameras with Graphic backs can be modified to accept the new roll film holders by means of spring kits which replace the focusing panel and hold the roll film holder firmly in place.

Spring Kits are available in two models—one to fit the 2¼ x 3¼ cameras and the other to fit the larger 3¼ x 4¼ and the 4 x 5 cameras.

CATALOG NO.	DESCRIPTION	PRICE
9295	"23" for all 2¼ x 3¼ Graflex backs.....	\$1.80
9296	Large for all 3¼ x 4¼ and 4 x 5 Graphics.....	1.80



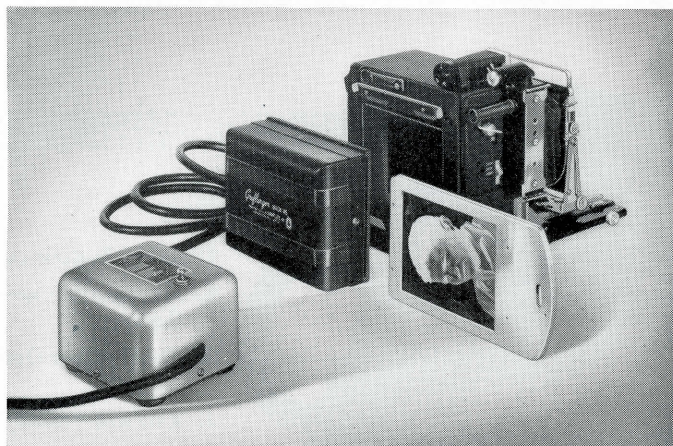
120 ROLL FILM HOLDERS

Here is new convenience and economy for all Graphic and Graflex camera fans! The 120 Roll Film Holders are now available for all Graphic and Graflex cameras—up to the 4 x 5 sizes, letting you convert quickly to the popular, economical 120 black and white or color roll film. Available for either 8-2¼ x 3¼ or 12-2¼ square pictures on every roll! Compact—lightweight—auto-metering film control and automatic film counter. Dark slide permits interchangeability at any time. Quickly pays for itself in pleasure and film economy.

Catalog No.	Camera Size	Picture Size	List Price	Catalog No.	Camera Size	Picture Size	List Price
1146	2¼x3¼ Graflex	23	\$21.75	1246	2¼x3¼ Graphic	23	21.75
1147	3¼x4¼ Graflex	23	24.95	1247	3¼x4¼ Graphic	23	24.95
1148	4x5 Graflex	23	24.95	1248	4x5 Graphic	23	24.95
1149	2¼x3¼ Graflex	22	21.75	1249	2¼x3¼ Graphic	22	21.75
1150	3¼x4¼ Graflex	22	24.95	1250	3¼x4¼ Graphic	22	24.95
1151	4x5 Graflex	22	24.95	1251	4x5 Graphic	22	24.95

THEY FIT YOUR PRESENT CAMERA

GRAFLARGER • With Aristo Cold Light



Your Graphic, Graflex or Graphic View camera can become an enlarger in just seconds! No longer is it necessary to buy an expensive enlarger duplicating the lens, bellows, and film holder parts on your camera in order to enlarge your pictures. NOW at a fraction of the cost you can have a really good enlarger using the Graflarger back with your present camera equipment. Graflarger utilizes your present camera and lens. The Graflarger back is a light source using the new Aristo Cold Light. This back attaches to your camera and through its facilities for accepting a dustless negative carrier included with the unit you can project and make an enlargement using your present camera and lens. Graflarger fastens to the back of the Graphic and Graflex cameras in a matter of seconds. All necessary parts are included with the Graflarger back to adapt it to

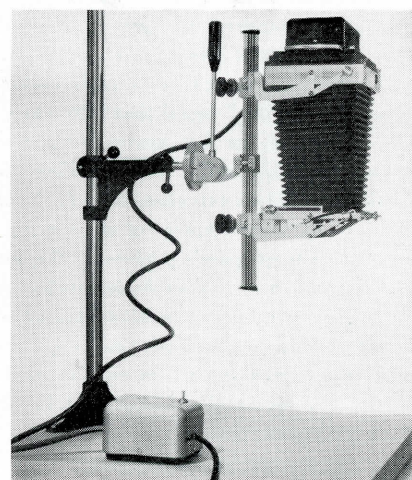
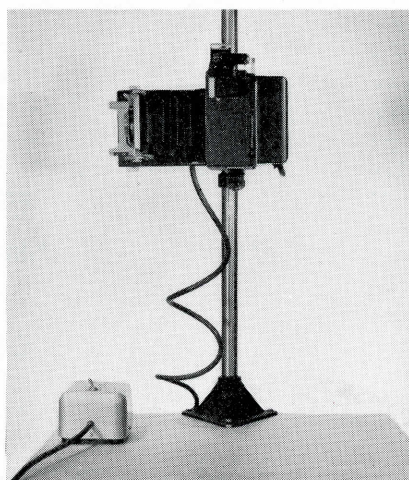
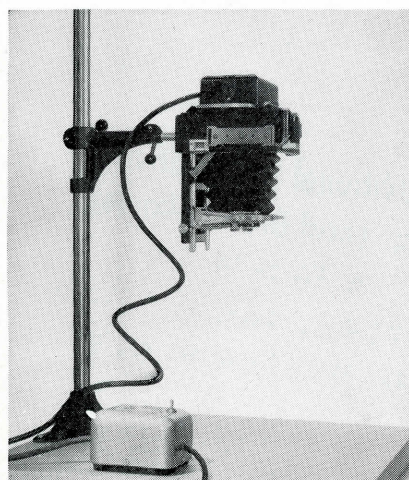
Graphic cameras fitted with Graphic spring backs and Graflok back and to Graflex cameras. The Graflarger can be used as a horizontal enlarger simply by placing the camera with the Graflarger back attached on the table and projecting the image on the wall. Graflarger can be used as a vertical enlarger through the use of the Graflarger stand and by placing the camera on a tripod and through the use of a pan tilt head tilting the camera in a vertical position projecting the image on the floor or a table. In addition to its use as an enlarger the Graflarger back may be used alone as a transparency viewer, contact printer, or retouching stand and, with the proper filter can even double as a safelight. Because of its small size and light weight, the Graflarger is ideal for travelers, news correspondents, and others who must carry their darkrooms with them and others

who have limited quarters for darkroom facilities. When used with the Graphic View cameras the rising, shifting, and tilting adjustments of these cameras combined with the Graflarger to permit controlled distortion of the projected image or to correct distortion that may be present in the negative. This feature is, of course, usually found only in the most expensive enlargers. Because of its cold light Graflarger will not buckle the film negative nor harm the camera or lens. The Graflarger unit consists of the Aristo Cold Light unit which attaches to the camera, the transformer, and the self contained glassless negative carrier. Catalog numbers and list price for the Graflarger are as follows:

CATALOG NO.	GRAFLARGER SIZE	PRICE
6017	Graflarger back "23".....	\$38.75
6018	Graflarger back "34".....	38.75
6019	Graflarger back "45".....	38.75

GRAFLARGER STAND

This stand was designed especially for use with Graphic cameras equipped with Graflarger backs, and it will therefore, be found that even with the larger 4 x 5 size camera, this stand will provide unusually rigid support in addition to its greater flexibility of adjustments. All adjustments of the Graflarger stand may be locked securely in any position by means of a very handy, easy to operate, locking lever. The camera support arm may be rotated a full 360° or any fraction thereof, thereby permitting the camera to be swung horizontally to make provisions for projecting large photo murals on the wall as well as being used in the vertical position. The Graflarger stand support column is 30 1/4" high. This provides a generous range of space for the camera support arm from a minimum height of 6 7/8" from the easel to 29 1/2" from the easel. The Graflarger stand will also be found to be an ideal stand for copy work where it is necessary to hold the camera in a vertical or horizontal position. This Graflarger stand comes complete with the necessary mounting bolts for attaching it to an easel for only \$17.95.



Now! Six Pictures in Twelve Seconds With Your 2¼" x 3¼" Camera And the Grafmatic Film Holder

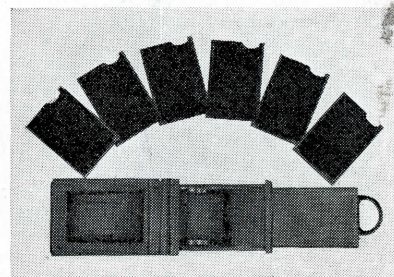


1. Lever Sequence Control
2. Automatic Exposure Counter
3. Ready-Grip Dark Slide Handle
4. Red dot "ready" signal
5. Slide lock prevents accidental opening
6. Safety lock after sixth exposure—no accidental double exposing

Here is the very latest in film holders—the Grafmatic Film Holder for all 2¼ x 3¼ cameras fitted with Graphic, Graflex, or Graflok backs. The Grafmatic Film Holder holds six sheets of film, and it is no larger than a film pack adaptor! In addition to its important compactness feature, it offers the cut film user a speed and ease of use never before obtainable with the ordinary sheet film holders. The Grafmatic film holder permits the photographer to shoot fast sequence shots quicker than is possible with most roll film cameras. In addition to its speed and compactness features the Grafmatic Film Holder offers an automatic film counter—each exposure is automatically registered on a plainly visible dial; an automatic "red dot" signal that tells when the slide is "drawn" and the film uncovered and ready for exposure; an automatic "free wheeling" lock that signals when the six exposures have been completed! Here is truly a masterpiece of engineering triumph over the photographer's problems. We know that you will want to go to your dealers today and see for yourself this wonderful new advancement in the field of photography. Ask for a demonstration and see the speed with which sheet film can be used in your camera. Grafmatic film holder Catalog No. 1266 (2¼ x 3¼) price, \$16.95.

Prices subject to change without notice.

Ready for loading. Six septums accept 2¼ x 3¼ sheet film in wide variety of emulsions, including color, permit selective loading and processing.



GRAFLEX

Prize-Winning Cameras



For Additional Information
See Your Local Graflex Dealer
or Write to
GRAFLEX, Inc.
ROCHESTER 8, N. Y.